

Product Planning and Strategy

BMW Dealer Bulletin

Release of M Sport Packages

With the launch of the Model Year 2009 vehicles, BMW has decided to release M Sport Packages (ZMP) for our US models. Each M Sport Package was developed for the specific Series so that the equipment contained is matched perfectly to the vehicle. The M Sport Package allows customers to further individualize their vehicles for a more aggressive and athletic appearance.

The current or regular Sport Packages will continue to be available for all models. The equipment differentiation between the M Sport Packages and the current Sport Packages are:

- M door sills
- M footrest
- M gearshift lever
- M steering wheel
- M wheels
- Available with an M exterior color
- Anthracite Headliner (not available on Convertibles)
- Aerodynamic package

The M Sport Package is available on the 135i and 5 Series modifiable orders beginning with January production. The M Sport Package will subsequently launch on other models in 2009. Below is an overview of equipment contained on the 135i and 5 Series.

135i Coupe & Convertible

In addition to the above referenced equipment, the 135i M Sport Package will contain:

- Anthracite Headliner (Coupe only)
- Shadowline Trim
- Sport Seats
- 18" M wheels Style 261 M



Le Mans Blue Metallic exterior color is available for order, but only in combination with ZMP.

1 Series Package Prices:

\$1,300 on the 135i Coupe

\$1,200 on the 135i Convertible

5 Series (excluding 550i and M5)

In addition to the above referenced equipment, the 5 Series M Sport Packages will contain:

- Anthracite Headliner
- Multi-contour Seats
- Shadowline Trim
- M Sport Suspension (RWD only)
- Active Roll Stabilization (RWD only)
- 18" M wheels Style 135 M



Carbon Black Metallic exterior color is available for order, but only in combination with ZMP.

5 Series Package Prices:

\$4,500 on the 528i and 535i

\$3,000 on the 528xi, 535xi and 535xi SW

Updated Order Guides and Price Sheets will be posted later today on CenterNet.